

Health Insurance Marketplace for Michigan

Presentation to the Michigan House
of Representatives Health Policy
Committee and House
Appropriations Subcommittee on
Licensing and Regulatory Affairs

July 31, 2012



Agenda

- Overview of the National Picture
- Options for Michigan
- Timeframe to Implement the MI Health Marketplace
- Cost Implications
- How MAXIMUS Can Help

Michigan Contract History

- 1997 Michigan ENROLLS (Enrollment Broker) contract
- 1998 MIChild Administrative Services (CHIP) contract
- 2000 DCH Beneficiary Helpline Add-on
- 2002 MIChild / Healthy Kids Interactive Internet Application
(added at no cost to the State of Michigan)
- 2006 Michigan Enrollment Broker Services Rebid contract
 - Included mihealth Card Production
- 2007 Expand MIChild internet application functionality
 - Added Plan First & MOMS
 - Electronic signatures
 - Enroll DCH-certified community agencies
- 2011 Michigan Enrollment Broker Services Rebid contract
 - Online enrollments and mihealth card requests (2012)

Overview of the National Picture

States Procuring Full Service HIX (technology & services)

Colorado

Nevada

DC

Alabama

Mississippi

Hawaii

States Procuring Technology for HIX

Oregon

New York

Washington

California

Maryland

Massachusetts

Minnesota

Illinois

States Procuring Integrated Eligibility Systems (potential HIX)

Georgia

Tennessee

Florida

Virginia

Rhode Island

Kentucky

Indiana

Kansas

Iowa

Wyoming

Federal Procurement for FFE

Technology

Federal Hub

Procedures and TA

Plan Management

Broker Assistance

Eligibility Support Services

Already Procured

Procurement in Process

Options for Michigan

Federally Facilitated Exchange (FFE)

All
Technology
(with
interfaces to
State
eligibility
systems)

All Services

FFE Partnership Model

(Same as FFE except:)

State Option
#1: Plan
Management

State Option
#2: In-person
Consumer
Assistance

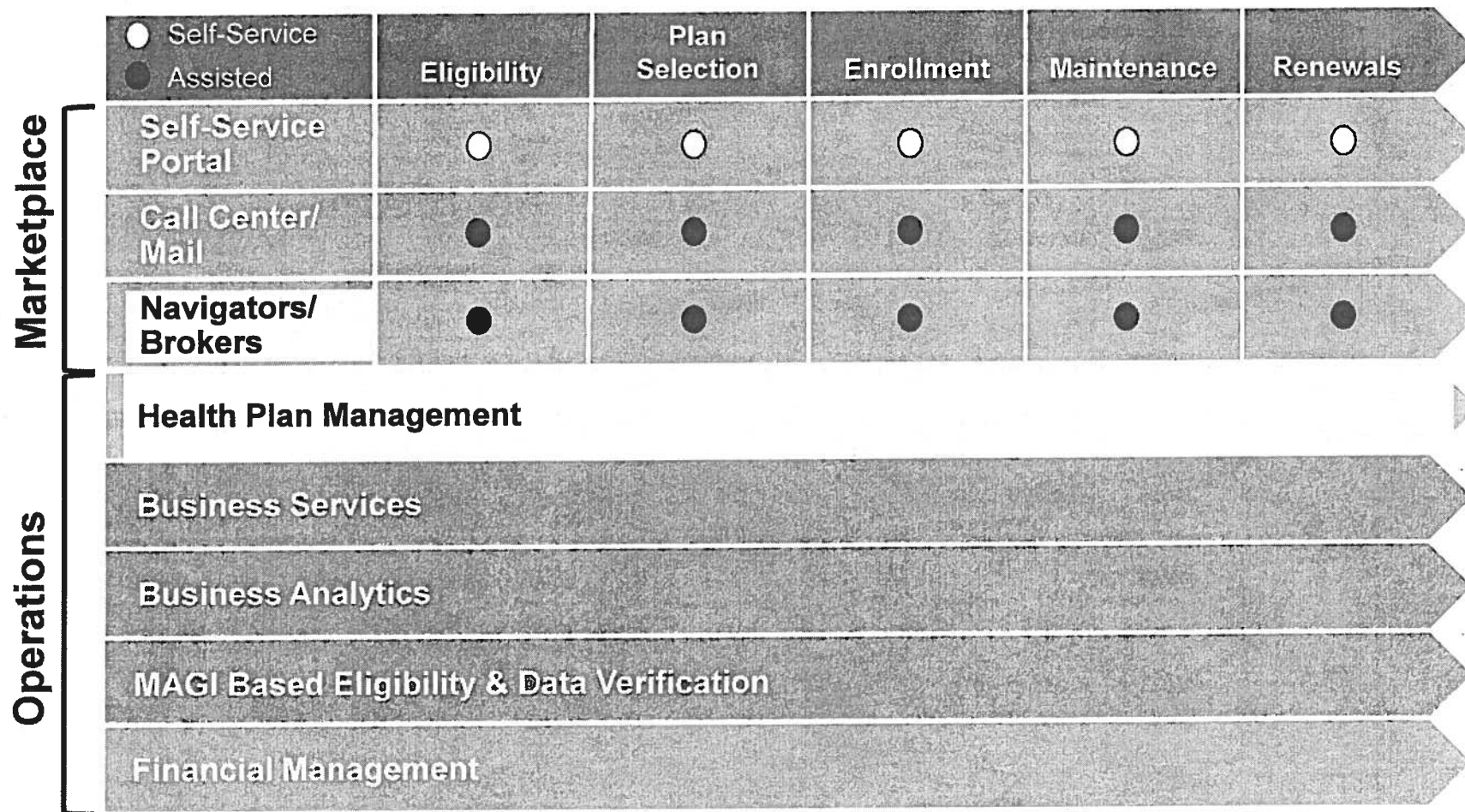
State Health Insurance Exchange

All Technology (except
for interface with federal
hub)

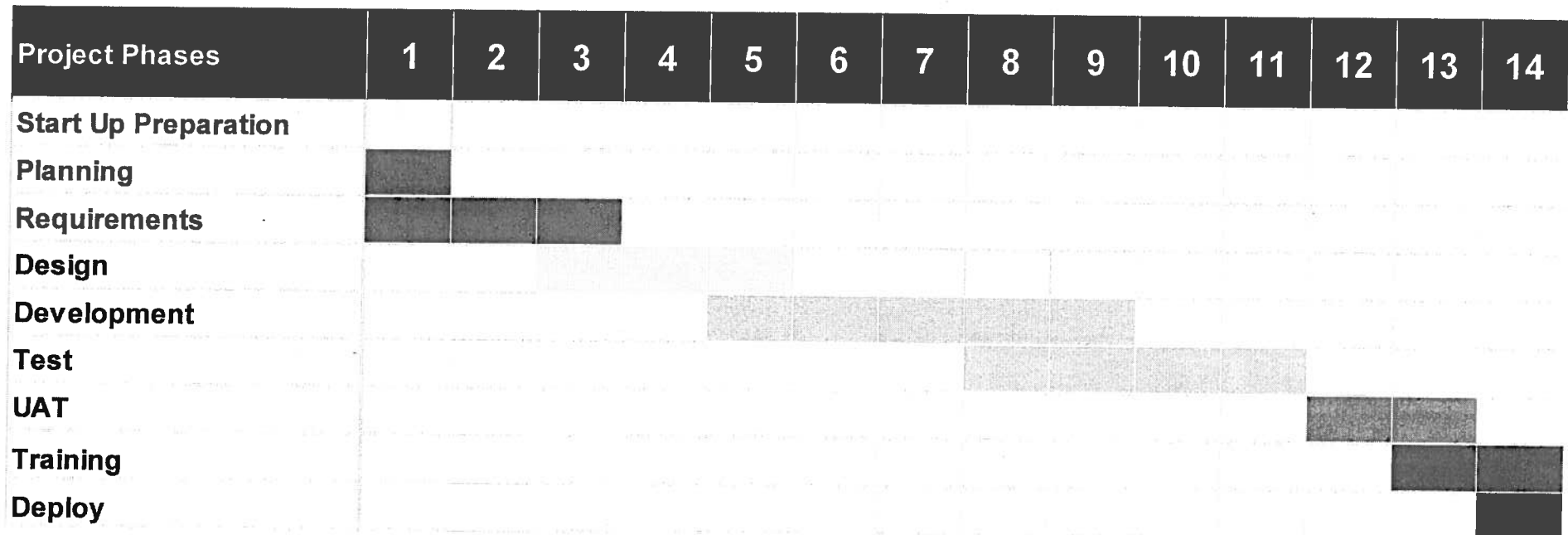
All Services

Health Insurance Marketplace Components

Life Cycle of a Case for Individuals and Small Groups



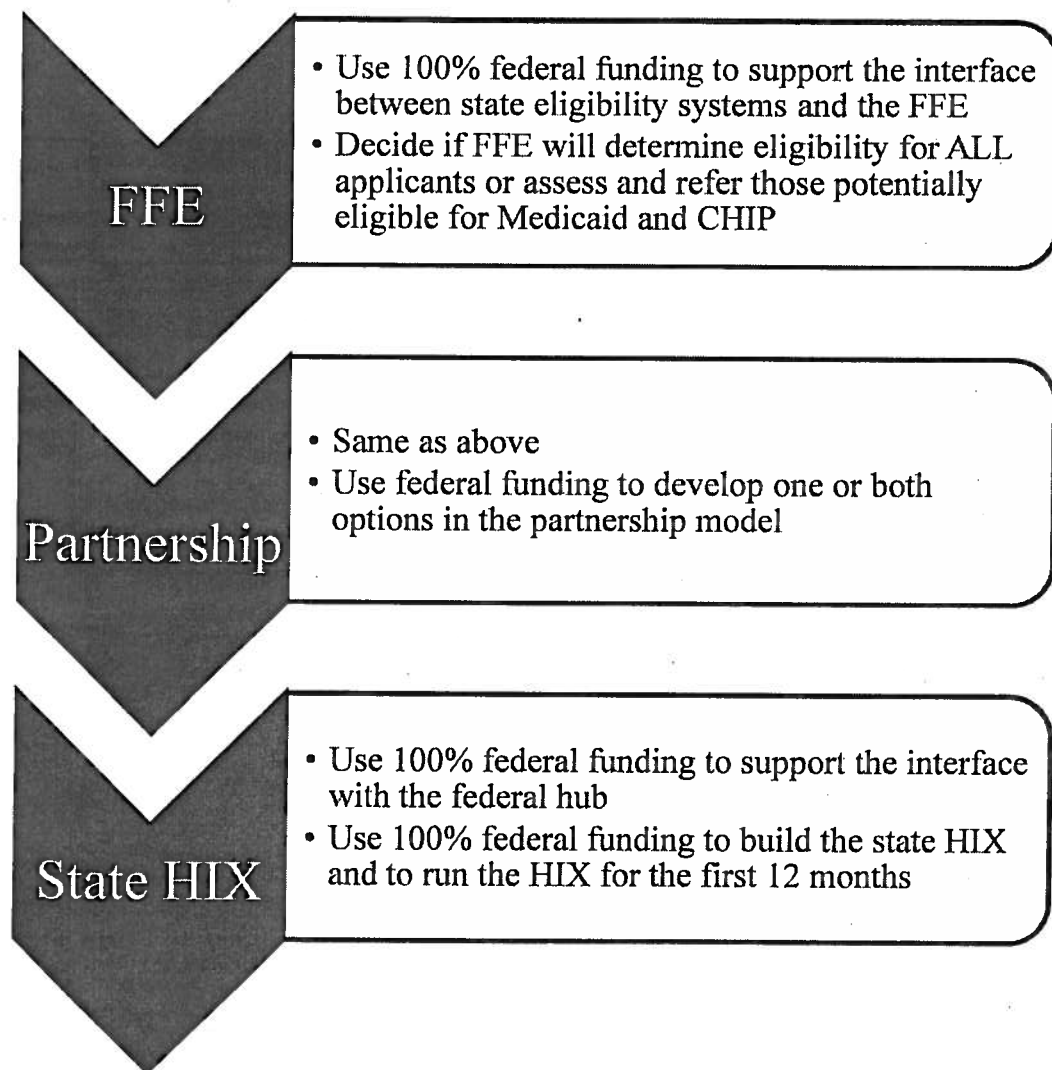
Sample Timeline for MI Health Marketplace by Oct 2013



Month 1 – August 2012

Month 14 – September 2013

Funding Implications of Each Option



Level One Establishment Funding

- Quarterly application opportunities thru 11/3/14
- One year duration

Level Two Establishment Funding

- Quarterly application opportunities thru 11/3/14
- Three year duration

Cost Implications—Leveraging Existing Michigan Assets

Eligibility and Enrollment Portal Individual

- MICHild/Healthy Kids Portal
- Medicaid enrollment portal (September 2012)
- Bridges
- MiBridges

Financial Management

- MICHild/Medicaid premium processing

Plan Management

- MICHild plan selection
- Medicaid provider directory
- Medicaid quality ratings

Communications

- Medicaid and MICHild document generation
- MI ENROLLS and MICHild document processing (in and out)
- Mail house fulfillment
- DHS EDM Platform
- FileNet content repository

SHOP Portal

Appeals/Grievances / Complaints

- First step triage for Medicaid and MICHild
- Tracking in Siebel CRM

Customer Service

- Medicaid Helpline and Siebel CRM
- MICHild Call Center
- MI ENROLLS Call Center

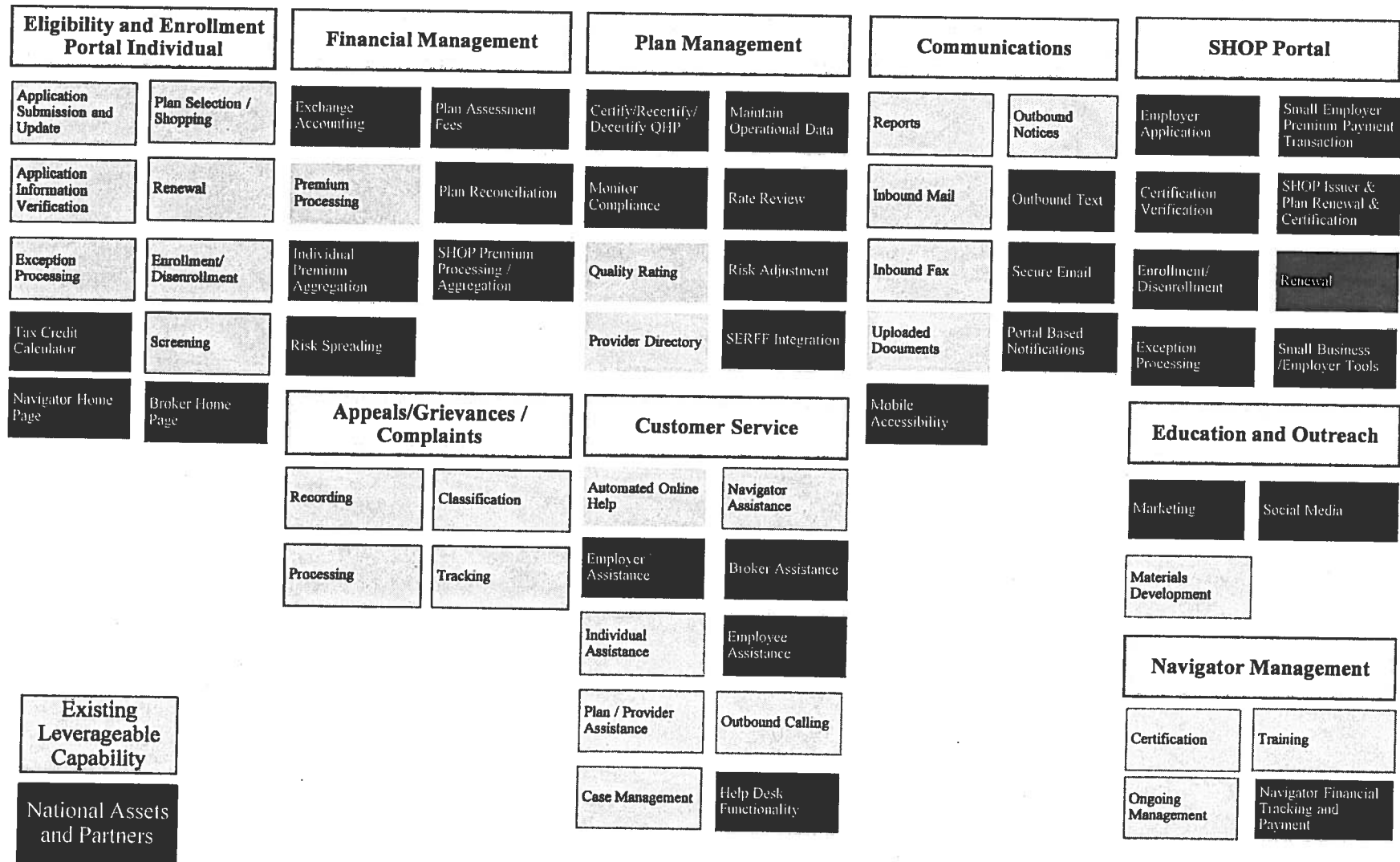
Education and Outreach

- Design, production and distribution of informational materials

Navigator Management

- Contract with MCAAA
- Training and monitoring of Medicaid and CHIP outreach staff
- Training of application assisters

Filling Gaps in Marketplace Functionality



Self-Service “Travelocity” Experience: UX2014 Compliant

En Español Font size + - Help

StateAdvantage

Username

Password

Sign In

Welcome



Individuals

Request an exemption

U.S. citizens and legal residents are required to have qualifying health coverage.

[Learn more](#)

My employer sent me here.

If you were given an employer ID number to enroll with, you can enter that below:

Lookup employer

Determine
if I qualify

Purchase
health plans

Apply for
assistance

Individuals

Employers

Providers

Brokers/Navigators

Employers

What can I do on the Exchange?

You can offer your employees greater control over their health care and manage your costs.

Get started

Brokers & Navigators

Register for the Exchange

Sign up to be a broker or a navigator and help others find health insurance.

Register

Find a doctor

Search



[Advanced search](#)

[I am a doctor](#)

Need help enrolling in the Exchange?

Find a local Broker or Navigator.

Broker



Find

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Questions/Discussion

